

ANNUAL INDEX to DUN'S REVIEW

VOLUME 54... NUMBERS 2213-2224... JANUARY—DECEMBER 1946

IN THIS INDEX, material is listed by author, title, company, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, short items are indicated by an (s), and cover prints by (c).

In using this index it will be helpful to keep in mind the nature of the contents of DUN'S REVIEW. The magazine deals with trends, tendencies, developments, and legislation which are significant in

their effect on the policies of businesses. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There also are sections or departments, several of which summarize business statistical data.

Individual lines of business are not separately indexed for the report on "14 Important Ratios for 36 Manufacturing Industries' Lines," "14 Important Ratios for 24 Wholesale Lines," "14 Ratios for 12 Retail Lines." These appear in the articles, *Security Exchanges in World Finance*, and *Yardsticks of Retail Health*.

Other statistics on retail trade may be found in *Butcher, Baker, Candlestick Maker*.

Statistical series compiled by the publisher such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information are subject indexed and can be located in the "Trade Activity in Twenty-Nine Regions," "Significant Indicators," and "Trend of Business."

Business statistics compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW which is published monthly by DUN & BRADSTREET, INC., 290 Broadway, New York 8, N. Y.

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